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1. A lamp, comprising:
 - an enclosure having a channel defined therein, wherein said channel comprises a plurality of channel segments, each of said channel segments having at least two ends; and
 - a plurality of electrodes, wherein at least one electrode is positioned at each said end of at least two of said channel segments/
2. A lamp according to claim 1, wherein said enclosure includes an interior wall defining said channel.
3. A lamp according to claim 1, wherein a first end of a first channel segment and a first end of a second channel segment are substantially coincident in a common electrode area, and wherein a common electrode of said plurality of electrodes is positioned substantially within said common electrode area.
4. A lamp according to claim 3, wherein:
 - a second end of said first channel segment and a second end of said second channel segment are substantially coincident in a second common electrode area; and
 - a second common electrode of said plurality of electrodes is positioned substantially within said second common electrode area.
5. A lamp according to claim 1, wherein at least a portion of said enclosure is coated with a reflective material.
6. A lamp according to claim 5, wherein said reflective material comprises at least one of aluminum and ceramic.

7. A lamp according to claim 1, wherein said enclosure contains a fluorescent material.

8. A lamp according to claim 7, wherein said fluorescent material is applied as a coating to at least a portion of an interior surface of said enclosure.

9. A lamp according to claim 1, wherein said enclosure includes a lid, and wherein said lid is at least partially coated with a fluorescent material.

10. A lamp according to claim 1, wherein said channel is serpentine.

11. A lamp according to claim 1, wherein the lamp is a flat lamp.

12. A lamp according to claim 1, wherein at least a portion of said channel has an asymmetrical cross-section.

13. A lamp, comprising:
 an enclosure configured to contain a fluorescent material, including:
 a base;
 an exterior wall supported on said base;
 an interior wall, wherein said interior wall and said exterior wall define a diffuse channel comprising a plurality of channel segments; and
 a plurality of electrodes, wherein said electrodes are disposed within said enclosure at the ends of at least two of said channel segments.

14. A lamp according to claim 13, further comprising a lid positioned opposite said base and attached to said exterior wall.

15. A lamp according to claim 14, wherein said enclosure includes a lid, and wherein said lid is at least partially coated with a fluorescent material.

16. A lamp according to claim 13, wherein said enclosure further includes an interior wall defining said channel.

17. A lamp according to claim 13, wherein a first end of a first channel segment and a first end of a second channel segment are substantially coincident in a common electrode area, and wherein a common electrode of said plurality of electrodes is positioned substantially within said common electrode area.

18. A lamp according to claim 17, wherein:

a second end of said first channel segment and a second end of said second channel segment are substantially coincident in a second common electrode area; and
second common electrode of said plurality of electrodes is positioned substantially within said second common electrode area.

19. A lamp according to claim 13, wherein at least a portion of said enclosure is coated with a reflective material.

20. A lamp according to claim 19, wherein said reflective material comprises at least one of aluminum and ceramic.

21. A lamp according to claim 13, wherein said enclosure contains a fluorescent material.

22. A lamp according to claim 21, wherein said fluorescent material is applied as a coating to at least a portion of an interior surface of said enclosure.

23. A lamp according to claim 13, wherein said channel is serpentine.
24. A lamp according to claim 13, wherein the lamp is a flat lamp.
25. A lamp according to claim 13, wherein at least a portion of said channel has an asymmetrical cross-section.
26. A lamp, comprising:
an enclosure having an interior surface, wherein said interior surface is at least partially coated with a fluorescent material, and wherein said interior surface defines a diffuse channel having a plurality of channel segments, wherein at least two of said channel segments share a common first end; and
a first common electrode positioned approximately at said first common end of said at least two of said channel segments.
27. A lamp according to claim 26, wherein said at least two of said channel segments share a common second end, and further including a second common electrode positioned approximately at said second end of said at least two of said channel segments.
28. A lamp according to claim 26, wherein at least a portion of said interior surface is coated with a reflective material.
29. A lamp according to claim 28, wherein said reflective material comprises at least one of aluminum and ceramic.
30. A lamp according to claim 26, wherein said enclosure contains a fluorescent material.

31. A lamp according to claim 30, wherein said fluorescent material is applied as a coating to at least a portion of said interior surface.

32. A lamp according to claim 26, wherein said enclosure includes a lid, and wherein said lid is at least partially coated with a fluorescent material.

33. A lamp according to claim 26, wherein said channel is serpentine.

34. A lamp according to claim 26, wherein the lamp is a flat lamp.

35. A lamp according to claim 26, wherein at least a portion of said channel has an asymmetrical cross-section.

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